

**ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS**  
**COVERING THE PERIOD FROM: AUGUST 1, 2019 TO JULY 28, 2020**  
for **WRCO AM & FM RADIO** 1900 Highway 14 East, Richland Center WI 53581 608-647-2111

Full-Time Job Vacancy Information

<b>Full-time Positions Filled</b>	<b>Total Number of Interviewees from All Recruitment Sources</b>	<b>Recruitment Source of Hire</b>
One Full Time Announcer	12	Local Newspaper Paid Advertisement; Richland Observer, 172 E Court Street, Richland Center WI 53581, Contact: Dave McGown, 608-647-6141

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<b>Interviewee for Full Time Announcer</b>	<b>Recruitment Sources</b>
Candidate 1	WRCO Website, Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit 608-647-2111
Candidate 2	Local Newspaper Paid Advertisement; Richland Observer, 172 E Court Street, Richland Center WI 53581, Contact: Dave McGown, 608-647-6141
Candidate 3	Former Employee Referral
Candidate 4	WRCO On Air Advertising, Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit 608-647-2111
Candidate 5	WRCO On Air Advertising, Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit 608-647-2111
Candidate 6	WRCO On Air Advertising, Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit 608-647-2111
Candidate 7	Wisconsin Broadcasters Association Online Job Bank; Wisconsin Broadcasters Association, 44 E Mifflin Street, Madison, WI 53703; Contact: Kyle Geissler 608-255-2600
Candidate 8	WRCO Website and WRCO ON Air Advertising; Fruit Broadcasting LLC, PO Box 529, Richland Center, WI 53581 Contact: Ron Fruit, 608-647-2111
Candidate 9	Richland Center Shopping News Paid Advertisement; Richland Center Shopping News, 272 North Main Street, Richland Center, WI 53581, Contact: Lee Borkowski; 608-647-2911
Candidate 10	Wisconsin Broadcasters Association Online Job Bank; Wisconsin Broadcasters Association, 44 E Mifflin Street, Madison, WI 53703; Contact: Kyle Geissler 608-255-2600
Candidate 11	WRCO On Air Advertising, Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit 608-647-2111
Candidate 12	In-House Internal Job Posting; Fruit Broadcasting LLC, PO Box 529, Richland Center WI 53581 Contact: Ron Fruit, 608-647-2111
No Candidate	Wisconsin Job Service Website; Job Center of Wisconsin, State of Wisconsin Department of Workforce Development, 201 E Washington Avenue, PO Box 7946. Madison WI 53707 Contact: <a href="https://dwd.wisconsin.gov/dwd/contact-us.htm">https://dwd.wisconsin.gov/dwd/contact-us.htm</a> 608-266-3131

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**Narrative Description of Initiatives Undertaken During this Reporting Period: AUGUST 1, 2019 TO JULY 28, 2020**

Fruit Broadcasting, LLC / WRCO AM & FM Radio participated in the Wisconsin Broadcasters Association Foundation's scholarship program. Participation included a monetary contribution, promotion of the scholarship with on-air broadcasts and distribution of applications to potential applicants. Ron Fruit also participated as an evaluator of the applications for the scholarship.

In accordance with the Wisconsin Broadcasters Association's Assistance Action Plan for EEO Compliance, WRCO AM/FM were represented by Ron and Beth Fruit at the Job/Career Fair. which was held as part of the WBA's 2020 Winter Conference on Wednesday, January 29 from 8:30 AM-10:30 AM at the Madison Concourse Hotel in Madison, Wisconsin.

In accordance with the Wisconsin Broadcasters Association's Assistance Action Plan for EEO Compliance, WRCO AM/FM were represented by Ron and Beth Fruit at the EEO Seminar: **Avoiding Discrimination in Employment Terminations** which was held as part of the WBA's 2020 Winter Conference on Wednesday, January 29, 2020 from 10:45 AM-11:45 AM at the Concourse Hotel in Madison, Wisconsin.

Ron and Beth Fruit participated in the Wisconsin Broadcasters Association's EEO session webinar June 22, 2020 at 10:00 AM CDT, presented by Attorney David Oxenford. The program was titled: **"FCC EEO Rules in the Year of the Pandemic."**

Fruit Broadcasting, LLC / WRCO AM & FM Radio also provided an opportunity for paid internship experiences. Landon Moore, a student at UW Oshkosh, worked in the WRCO News Room. Landon has written and reported news, anchored newscasts, and conducted interviews for news programming. WRCO's internship program was suspended during the pandemic for the summer of 2020. Dayne McElwee, a graduate of River Valley High School, and a sophomore at Western Illinois University studying Sports Broadcasting, had been chosen to be an intern for the summer of 2020 prior to the pandemic.

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Ron Fruit was a participant in a job fair at River Valley High School in Spring Green on Thursday, March 12, 2020 from 10:00 to 3:00. All juniors and seniors at River Valley High School visited employers from a host of community employers. Fruit talked with students interested in any aspect of broadcasting and shared a perspective on the best avenues to pursue for success in a broadcast career.

Fruit Broadcasting, LLC / WRCO AM & FM Radio offers the Richland School District, Riverdale Schools, the River Valley School District and Ithaca School District job shadowing experiences for students interested in broadcasting as a career. Participating students are given a chance to spend two hours watching different station employees complete a variety of tasks and also to try their hand at recording in the studio.

Ron Fruit was scheduled to participate in the 2020 Career Exploration at UW Platteville Richland in May of 2020. The event was canceled because of the coronavirus pandemic. The event provides career exploration to elementary age students.

WRCO AM & FM broadcast a regular series of announcements, one per week on each station with the following information: WRCO Radio is looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at WRCO, please contact us at 608-647-2111, visit us at 1900 Highway 14 East, Richland Center, or send an email from our website at wrco.com. WRCO is an Equal Opportunity Employer.

WRCO AM & FM also broadcast an announcement once per week promoting jobs in broadcasting and openings and information posted on the Wisconsin Broadcasters Association website with the following information: Everyone wants a great job. And some want a great career. Whether you want a different job, a better job or a whole new career, television and radio provide plenty of great opportunities... opportunities ready for you... right now. Broadcasting is a rewarding career with opportunities both on and off the air. Learn more about available jobs and careers at the Wisconsin Broadcasters Association website: wi-broadcasters dot org.